

Generate Sales



Store 720 staffers, Orlando, Fla., discuss the merits of wearing sports clothes to work during the "Fun in the Sun" promotion. Left to right: Marie Wells, personnel supervisor; Robert Rees, manager; and Raymond Lawson, assistant manager.



Kresge shoppers review pointing of the Dallas Art Society on the sidewalk "galleries" outside 739, Irving, Tex.



Susan Chase, foreground, and Sandra Schell great shoppers amid boats, lawn furniture and beach accessories at the sidewalk promotion at 750, St. Petersburg, Fla.

Orange, Tex., 729—Warren Capenos came to 729 as assistant manager after serving six months of active duty with the Marines. He replaced Clyde Stevens who was transferred to 753, Phoenix, Ariz. Linda Foss, daughter of Manager Jerry Foss, will earn for nurse's training this fall. The Kresge bowling team anticipates a trophy for its season's average.

Birmingham, Ala., 732—The employees enjoyed the store picnic held in July at Holiday Beach. The staff was hardly able to keep up with the many changes in management. Manager Ralph Waggett was transferred to 772, Birmingham, Ala.; John Worful, assistant manager, transferred to 610, Mt. Rainier, Md., as the manager; Donald Gant became the new assistant manager; Russell Arnold became the new junior assistant and Thomas Crawford became the new trainee. Mr. Lewis Beatty from 570, Wyandotte, Mich., is the new manager.

Store 738 Wins Southern "Katy" Title

Chattanooga, Tenn., 738—The staff worked hard on the Katy Charge Contest and it paid off by making 738 top winner in the Southern region. Earl Smith received a promotion to assistant manager of 772, Birmingham, Ala. . . . A party was given for Jerry Hopkins, stockroom manager, who transferred to 764, Las Vegas, Nev.

Irving, Tex., 739—The Dallas Art Society put on an exhibition in Plymouth Park and used the sidewalks as galleries. 739 profited from the many people who attended and later shopped in the store. Employees set up a platform in the front area of the store and featured a style show of Kresge apparel. Frances Clayton, bookkeeper, narrated each afternoon show. New Assistant Manager Jim Love was welcomed by the staff.

"Fun in the Sun" at 744 Brings Charge Accounts

Oklahoma City, Okla., 744—Over 1,000 new charge accounts were opened in the week-long combined "Fun in the Sun" promotion and charge contest. Customers curiously asked why dollar bills were dangling from employees' lapels. Many bought so many purchases that they ended up using their "courtesy charge" before going home. The three staffers who solicited the most charge applications were Sophie Howell, fountain; Reatha Gooch, electric department head, and Beulah Wilson, cashier. All during the week employees donned sportswear and casual clothes. On the mall, in front of the store, lawn furniture and barbecue grills were displayed. The Kresge bowling team wound up the season in second



Adding to the lawn display for the "Fun in the Sun" promotion at 744, Oklahoma City, Okla., are casually-dressed staffers. Left to right: Mike Lester, William Hurn and Joseph Richards, assistants.

place after holding first place until the last three games.

Baton Rouge, La., 749—The winning team of the basket contest was served a Saturday morning breakfast by the losing team. Those receiving the breakfast were winning members Leila Lord, Lorin Bensat, Ann Lott, Bernice Genty, Emmi McMorris . . . The staff welcomed Howard Fanque as junior assistant manager and hoped he would stay with 749 for a long time.

St. Petersburg, Fla., 750—Customers and employees enjoyed a lot of fun and sun in the store's "Fan in the Sun" promotion. A sidewalk promotion with models amid a wide display of boats, beach toys and patio furniture interested the customers. Many ice cream sandwiches and submarine sandwiches were sold to hungry customers . . . The staff hoped for a "Fan in the Sun" day when it went for a picnic at Sunshine Skyway Park.

Bloomington, Ind., 1074—Kresge welcomes a new junior assistant manager, Roy Sims, who came from 14, Wheaton, Md. . . . The former junior assistant manager, Kelvin Harp, was transferred to 172, Washington, D.C. The staff wished both of these men luck in their new stores.

Hawthorne, Calif., 718—The California temperature is in the upper 70's, the sun is everywhere and swim suits and barbecues are selling at 718. Many staffers have returned from vacations and are busy telling their experiences.

Assistant Horace Coon and Betty Faulkrod have transferred to 709, Tustin, Calif. Staffers at 718 wish them success in their new surroundings.

Phoenix, Ariz., 722—Co-workers wished David McGregor luck on his promotion to assistant manager of 753, Phoenix, Ariz. . . . Modelle Sovido is now head of departments 41, 7 and 24, while Peggy Lynds has been promoted to department head of 26 and 38. . . . The stockroom, managed by Wilbur Brockman, received a 100 percent efficiency check during the latest complete store check.

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Ruth Mary Menah . . . 492 1 New tag sign
E10063 Minna Moore . . . 527 1 Check-out register form
F14091 Ambrose Eglin . . . 527 1 Register sign
F14182 Russell Sherrill . . . 527 1 Sign for promotion
E22491 Therese Nadeau . . . 588 1 Fountain improvement
F28340 Kenneth Suttor . . . 436 147 Tack boxes change.

Ruth Mary Menah . . . 492 1 Furniture tips packages
F12292 Russell Sherrill . . . 527 1 Advertising new stores
F22236 Therese Nadeau . . . 588 1 "Endorsement" sheet
F28079 Beatrice Clampa . . . 1369 1 Hosiery package change
Import bras marked.

Robert Thrasher . . . 344 1 "Civil War" Sale
F2854 Helen Hooper . . . 147 1 Hosiery markings
F14182 H. H. Lander, Jr. . . . 627 1 Gym equipment improvement
F22460 Allyson Voss . . . 71 1 Cards—"special sales" stamped
F22782 Shirley Klein-Wassink . . . 286 4 Shade inventories improvements
F22783 Ann Winslow . . . 8 37 Glasses pricing
F22800 Ann Winslow . . . 286 7 New stocking dye
F22801 Shirley Klein-Wassink . . . 145 1 Laundry items improved
E46307 Wesley Williams . . . 286 73 Brush identification
E46308 Wesley Williams . . . 286 26 Carton improvement
E46354 Wesley Williams . . . 286 36 Transogram game rules
E46355 Wesley Williams . . . 286 37 Krokey sets improved
E46474 Margaret Hollis . . . 106 1 Lingerie revision.

Midwestern Region

G140 Robert Thrasher . . . 344 1 "Civil War" Sale
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Southern Region

G1786 Jack M. Hall . . . 749 38 Credit customer night
F18464 John Spindel . . . 750 1 Special "Florida" sale
D67835 D. L. Henshaw . . . 61 1 Form 621 improvement

Kresge Warehouse, Detroit Office

G1757 Roger Lindsey . . . K.W. 7 Package removal method
F18557 Max R. Miller . . . K.W. 1 K.W. Tissue codes
G9 Ian Davidson . . . D.O. 1 Layouts-grid lined paper

Come One, Come All

This was the invitation sent by Arnold Wagstaff, assistant manager of 562, Bloomfield, N.J., to all managers and assistants of Kresge stores in northern New Jersey. Reporting the affair, Assistant Wagstaff wrote:

"I and my two sons arrived early and set up tables before the others came. The early comers included Manager and Mrs. Arthur Camire, 562, Bloomfield; Manager and Mrs. Leonard Schaefer, 608, Morristown; Assistant Manager and Mrs. Bruce Conant, 392, Montclair; Assistant Manager and Mrs. Joe Ruhland, 75, North Plainfield; and my wife.

"We waited an hour and half for Gene White, assistant manager of 111, Irvington, who was bringing his fiancee and Manager and Mrs. John Reilly, 111, with him. Mr. White had decided to take a short cut! When the bloodhounds finally tracked him down on the other side of the mountain, we were ready to eat.

"While Len Schaefer and Art Carreiré heated bottles for the babies, I guarded the drinks. Joe Ruhland and Bruce Conant played with the children. Gene White held hands with his fiancee and our wives sat in a circle and complained of the hours we husbands put in at work.

"In the afternoon we had contests. The hardest part was making sure that at everyone won a prize. Paul Reilly won the 'dead horse'.

"The day ended with another grand feast from chef Len Schaefer and everyone made plans to have many more outings together before Paul Reilly won the 'dead horse'.

"To polish off the afternoon we had an exciting game of baseball—wives vs. husbands. Manager Art Camire was tagged out of home plate four times because he had to stop and kiss his third baseman/his wife each time he passed!

The grand climax came when Len Schaefer hit a grand slam home run. That was the game for her team and sent her pitcher husband to the showers.

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Get ready! Get set! Go! Children of managers and assistant managers from northern New Jersey stores anxiously await the signal to begin the big race at a picnic for Kresge management.

Regular Suggestion Awards

No.	Name	Store Date	Subject	Total Awarded Date
Central Region				
P2430 E. H. Garneau . . . 676 7 New tag sign			\$ 5 \$ 5	
E10063 Minna Moore . . . 527 1 Check-out register form			5 5	
F14091 Ambrose Eglin . . . 227 1 Register sign			5 5	
F14182 Russell Sherrill . . . 527 1 Sign for promotion			10 20	
E22491 Gladys Bonish . . . 588 1 Fountain improvement			5 5	
F28340 Kenneth Suttor . . . 436 147 Tack boxes change.			10,183 1,853	
Eastern Region				
F1359 Ruth Mary Menah . . . 492 1 Furniture tips packages			5 10	
F12292 Russell Sherrill . . . 527 1 Advertising new stores			2,178	
F22236 Therese Nadeau . . . 588 1 "Endorsement" sheet			10 10	
F28079 Beatrice Clampa . . . 1369 1 Hosiery package change			5 5	
Midwestern Region				
G140 Robert Thrasher . . . 344 1 "Civil War" Sale			5 5	
F2854 Helen Hooper . . . 147 1 Hosiery markings			5 5	
F14182 H. H. Lander, Jr. . . . 627 1 Gym equipment improvement			20 75	
F22460 Allyson Voss . . . 71 1 Cards—"special sales" stamped			5 25	
F22782 Shirley Klein-Wassink . . . 286 4 Shade inventories improvements			20 40	
F22783 Ann Winslow . . . 8 37 Glasses pricing			5 500	
F22800 Ann Winslow . . . 286 7 New stocking dye			5 500	
F22801 Shirley Klein-Wassink . . . 145 1 Laundry items improved			5 25	
E46307 Wesley Williams . . . 286 73 Brush identification			5 925	
E46308 Wesley Williams . . . 286 26 Carton improvement			5 375	
E46354 Wesley Williams . . . 286 36 Transogram game rules			5 375	
E46355 Wesley Williams . . . 286 37 Krokey sets improved			5 375	
E46474 Margaret Hollis . . . 106 1 Lingerie revision			5 5	
Southern Region				
G1786 Jack M. Hall . . . 749 38 Credit customer night			5 515	
F18464 John Spindel . . . 750 1 Special "Florida" sale			5 5	
D67835 D. L. Henshaw . . . 61 1 Form 621 improvement			5 15	
Kresge Warehouse, Detroit Office				
G1757 Roger Lindsey . . . K.W. 7 Package removal method			10 75	
F18557 Max R. Miller . . . K.W. 1 K.W. Tissue codes			10 10	
G9 Ian Davidson . . . D.O. 1 Layouts-grid lined paper			5 5	
Topnotchers				
Merit Certificates				
Mary Roma Hanson . . . 58 \$5				
Margaret Howe . . . 587 5				
Elizabeth Kelly . . . 8 5				
Katheryn Oldfield . . . 297 5				
James Sutherland . . . 376 5				
Ida Underwood . . . 425 5				
Richard L. Weiss . . . 275 5				
Johnnie Whittle . . . 138 5				
Wesley Williams . . . 286 5				